from the successive information segments, and for identifying an overlap, and means for processing selected ones of the information units as a function of said overlap.

9(amended). The system for broadcasting and receiving location specific data according to claim 1, further comprising conversion means associated with at least one of the transmitter and receiver, the conversion means being operable to translate at least one of the location designation code and the location selection code between two representations of location, such that said at least one of the location designation code and the location selection code can be inserted and stored, respectively, in different formats, and converted to a same format for comparison.

14(amended). A method for processing location specific data transmitted on a general broadcast system, comprising:

transmitting a succession of information segments containing information of potential interest to subsets of users of the general broadcast system;

transmitting at least one location designation code containing information designating at least a geographical point to which one of said information segments relates, the location designation code being variable and the information segments relating, respectively, to a plurality of different geographical points;

encoding in a data processor at least a point of interest to a user of the general broadcast system, using at least one geographical coordinate which defines at least one location selection code;

receiving the information segments at a receiver coupled to the data processor, and comparing the location selection code with the location designation code via the data processor to determine an overlap thereof, the overlap identifying [defining] at least one particular information segment from the succession of information segments as an information segment of interest; and,

processing the information segment of interest for presentation to the user.

15(amended). A method for processing location specific data transmitted on a general broadcast system, comprising: [The method for processing location specific data according to claim 14, comprising]

transmitting a succession of information segments containing information of potential interest to subsets of users of the general broadcast system;

transmitting at least one location designation code containing information designating at least a geographical point to which one of said information segments relates;

encoding in a data processor at least a point of interest to a user of the general broadcast system, using at least one geographical coordinate which defines at least one location selection code;

receiving the information segments at a receiver coupled to the data processor, and comparing the location selection code with the location designation code via the data processor to determine an overlap thereof defining at least one particular information segment as an information segment of interest; and,

processing the information segment of interest for presentation to the user; and,

employing an identification of lateral position and elevation for at least one of the location designation code and the location selection code.

20(amended). ]The method for processing location specific data according to claim 14, further comprising]

transmitting a succession of information segments containing information of potential interest to subsets of users of the general broadcast system;

transmitting at least one location designation code containing information designating at least a geographical point to which one of said information segments relates;

encoding in a data processor at least a point of interest to a user of the general broadcast system, using at least one geographical coordinate which defines at least one location selection code;

receiving the information segments at a receiver coupled to the data processor, and comparing the location selection code with the location designation code via the data processor

to determine an overlap thereof defining at least one particular information segment as an information segment of interest; and,

processing the information segment of interest for presentation to the user; and,

operating a position reporting device at least temporarily to determine a code representing a location of the user, and entering said code into the data processor to at least partly define said location selection code.

28(amended). The method for processing location specific data according to claim 14, comprising transmitting the location designation code for an [the] information segment prior to [in a transmission preceding] transmission of the information segment to which the location designation code refers, and referencing the information segment to the location code when receiving, comparing and processing the information segment.

36(amended). An apparatus for location specific processing of generally broadcast data, the data including successive information units containing respective location designation codes that are variable among the successive information units, comprising:

means for receiving successive information units, coupled to a memory operable to store a location selection code;

an input means coupled to the memory for loading said location selection code;

means for comparing the location selection code from the input means with [and] the location designation codes of the successive information units as received by said means for receiving, and identifying an overlap;

means for processing selected ones of the information units as a function of said overlap.

42(amended). The apparatus according to claim 36, further comprising conversion means being operable to translate at least one of the location designation code and the selection code between two representations of location, whereby the location designation code and the selection code are compared after conversion using a same format.